

CLAIMS:

What is claimed is:

1. A method for fulfillment of institutional business card and stationery product orders, said
5 method comprising the steps of:

providing a requestor interface for entry of a distributed user's print order, said requestor
interface being adapted to enable the user to select a company tailored product according to a
predeterminable profile; and

processing the user's print order through a processor interface, said processor interface
10 being adapted to directly generate a pre-press product automatically incorporating said
predeterminable profile into said tailored product.

2. The method as recited in claim 1, wherein said providing a requestor interface step
comprises the step of generating a prototypical product record.

3. The method as recited in claim 2, wherein said prototypical product record comprises a
15 template sufficient to completely define the typography of a specific company tailored product.

4. The method as recited in claim 3, wherein said template comprises tracking, kerning and
20 text adjustment information for said specific company tailored product.

5. The method as recited in claim 4, wherein said template further comprises graphics
placement information for said specific company tailored product.

6. The method as recited in claim 3, wherein said providing a requestor interface step further comprises the step of developing a list of fields according to said prototypical product record, each said field comprising an element of said company tailored product's specification.

5 7. The method as recited in claim 6, wherein said providing a requestor interface step further comprises the steps of:

generating a plurality of prototypical product records; and

developing said list of fields according to said plurality of prototypical product records.

10 8. The method as recited in claim 6, wherein said providing a requestor interface step further comprises the step of defining a database management system, said database management system being adapted to collect and store data according to said field list.

15 9. The method as recited in claim 8, wherein said predeterminable profile comprises at least some of said data collected according to said field list.

10. The method as recited in claim 9, wherein said predeterminable profile comprises user-indicative information.

20 11. The method as recited in claim 10, wherein said predeterminable profile further comprises company-indicative information.

25 12. The method as recited in claim 8, wherein said database management system comprises a user interface for input of said data, said user interface being adapted for operation over the World Wide Web.

31 13. The method as recited in claim 12, wherein said user interface comprises a server-side scripting environment.

14. The method as recited in claim 12, wherein said processing step comprises merging at least a portion of said data collected according to said field list with said template of said prototypical product record to directly generate said pre-press product.

15. The method as recited in claim 14, wherein said pre-press product comprises a direct-to-plate command set.

10 16. The method as recited in claim 14, wherein said pre-press product comprises a copier command set.

15 17. The method as recited in claim 14, wherein said providing a requestor interface step further comprises the step of formulating a script, said script being adapted to automatically format said data collected according to said field list for merging into said template of said prototypical product record.

20 18. The method as recited in claim 17, wherein said processing step further comprises the step of formatting said portion of said data through said script prior to said merging with said template step.

25 19. The method as recited in claim 17, wherein said script is further adapted to automatically import graphics data into said template of said prototypical product record according to the content of said data collected according to said field list.

20. The method as recited in claim 19, wherein said processing step further comprises the step of importing graphics data into said template of said prototypical product record.

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